

#53547 ver. 3

Dienger, Whitney

From: Jacobs, Sarah
Sent: Friday, September 14, 2012 10:20 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: RE: More Mandel N/A's

Thanks

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Friday, September 14, 2012 10:20 AM
To: Jacobs, Sarah
Subject: RE: More Mandel N/A's

ok

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Friday, September 14, 2012 10:18 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: More Mandel N/A's
Importance: High

9/7, 6pm News \$500

9/10, 5p \$350 (2x)

9/10 530p \$400 (2x)

9/15, Sat 6pm @ \$420

9/17, Soaps \$200

9/17, Price is Right \$250

9/22, Sat 6pm \$200

Total N/A: \$2950

~~53547-19~~

53547-8 + 54244-4

53547-20 + 54244

55558-10

55558-8

250 2x 55558-18-1 + 55558-18-2

Mkgd:

all Madgood on #55558

Mentalist Sunday \$1600 P4

LN Sunday \$800 P3

Saturday Bengals Nation \$200 P3

9/14/2012

Sunday Sports Authority \$250 P3
Sunday Criminal Minds 1205-105a \$100 P3
Total back in: \$2950

Please confirm ASAP
Thanks
SAJ

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

ORDER

Orders	Order / Rev:	53547
	Alt Order #:	
	Product Desc:	2645
	Estimate:	2645 OH Senate
	Flight Dates:	09/04/12 - 09/10/12
	Original Date / Rev:	08/31/12 / 09/14/12
	Order Type:	GENERAL

Agency	Name:
	Buying Contact:
	Billing Contact:
	7669 Stagers Loop
	Delaware, OH 43015

Advertiser	Josh Mandel fo OHio US Senate
Name:	HH
Demographic:	
Product Codes:	US Senate
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

Bill Plan				Totals			
Start Date	End Date	# Spots	Gross Amount	Net Amount	Rating		
08/27/12	09/10/12	25	\$22,950.00	\$19,507.50	0.00		
				25	\$22,950.00	\$19,507.50	0.00
				Totals	25	\$22,950.00	\$19,507.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	34%	\$22,950.00
Market	100%	\$67,500.00

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	33%	\$22,275.00
WLWT	11%	\$7,425.00
WSTR	0%	\$0.00
WXIX	22%	\$14,850.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	09/04/12	09/04/12	CBS This Morning	CM	7:00 AM-8:00 AM	-1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				CBS Morning News		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	-1-----	1	\$400.00	0.00								
N 2	WKRC	09/04/12	09/04/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	-1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				5p Local 12 News at Five		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	-1-----	1	\$1,200.00	0.00								
N 3	WKRC	09/04/12	09/04/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	-1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	-1-----	1	\$800.00	0.00								

Order / Rev: 53547
 Alt Order #:
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Josh Mandel fo OHio US Senate
 Product Desc: 2645
 Estimate: 2645 OH Senate

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N28	WKRC	09/06/12	09/06/12	4p Local 12 News at Four	CM	4:30 PM-5:00 PM	---1---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
(4:30 PM-5:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/03/12		09/03/12	09/09/12	---1---	1	\$300.00	0.00								
Totals														25	\$22,950.00

24200